AUDIENCE RESEARCH

THE YALE BROADCASTING CO.,INC

POLLING REPORT

PROGRAM POLLED: Dream Date

DATE: Dec. 16,1954

SPONSOR:OLD GOLD

TIME: 10:45-11:00PM.

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QUESTIONS:		FRESH.	COLLEGE	TOTAL	% OF TOTAL POLLED	% OF LISTENERS AT TIME	% OF THOSE WHO'VE HEARD IT
1. Are you listening to the radio	YES:	10	11	21	32.8 %		
	NO:	14	29	43*	67.2 %		
2. If so, what station?	WYBC:	5	7	12		57.1 %	
	OTHER:	5	4	9		42.9 %	
3. Have you heard Dream Date ?	YES:	18	144	32	50 %		
	NO:	6	26	32	50 %		
4. Who spensers Dream Date ?	Old Gold	8	5	13			40.6 %
	cigarette	2	3	5			15.6 %
	don't know	8	10	18			43.75 %
5. Do you like Dream Date ?	No Comment:	2	0	2			6.25 %
	YES:	8	6	14			43.75 %
	It's "OK":	1	1	2			6.25 %
	NO:	7	7	14			43.75 %

* - Of this number , 4 cannot receive WYBC, Saybrook College was omitted for this reason.

Note: By comparing questions #2 and #5, it is found that of the 12 who were listening to Dream Date at the time, 7 don't like it, 4 do, and 1 said it is "OK". Two others who "like it " were tuned to another station.- A comparison of #4 and #5 shows that these who knew the spenser answered: NO-9, NC-2, YES-3. That leaves for those who knew that it was a cigarette: NO-4, YES-1, And those who did not know the sponsor, No-1, N.C.-2, Yes-11.

REMARKS: THE MAJORITY OF THE COMMENTS, WHERE THERE WERE ANY, WERE VIOLENTLY NEGATIVE....

SIZE OF SAMPLE-64
(FRESHMEN-21, COLLEGES-43)

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